



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S Rt 303
Blaugwell, NY 10913

Contract # 1351941

Schedule Dates	08/08/12-08/10/12	Date Entered	08/08/12
Advertiser	Florida Federation for Children (73508)	Last Modified	
Agency	McLaughlin & Associates (9012)	Entered By	Nancy Brutus
Product	POLITICAL ISSUE (ns) (1187)	CO-OP	No
Brand	FL FED FOR CHILD 8/8 (466488)	Headline #	06267365
Salesperson	TeleRep/DC, Washington DC (2995)	Demo	A35+R
Sales Office	TeleRep Washington DC	Order Type	Normal
Buyer Name		Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	352	Commission	\$1,586.25
Account Types	National/Political Issue Agency BRD	Net Total	\$8,988.75
Billing Type	Weekly/Irregular	Sales Tax	
Comments	FL FED FOR CHILD 8/8 ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , FL FEDERATION FOR CHILDREN		

West Palm Beach (WPEC)		
By Broadcast Month	Spots	Rate
Aug. 2012	18	\$10,575.00
Grand Total:	18	\$10,575.00

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	9A- 10A (EST)	3			X	X				3	\$300.00	\$900.00	West Palm Beach (WPEC)		8/8/12
Est 2.0	Unapproved (NewL) on credit hold / SPOT	09/09/12-08/10/12	2	:30	12P- 12:30P (EST)	2			X	X				2	\$725.00	\$1,050.00	West Palm Beach (WPEC)		8/8/12
Est 3.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	5P- 5:30P (EST)	2			X	X				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/8/12
Est 4.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	5:30P- 6P (EST)	2			X	X				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/8/12
Est 5.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	6P- 6:30P (EST)	2			X	X				2	\$900.00	\$1,800.00	West Palm Beach (WPEC)		8/8/12
Est 6.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	7P- 7:30P (EST)	2			X	X				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/8/12
Est 7.0	Unapproved (NewL) on credit hold / SPOT	08/08/12-08/08/12	2	:30	12P- 12:30P (EST)	1								1	\$725.00	\$725.00	West Palm Beach (WPEC)		8/8/12
Est 8.0	Unapproved (NewL) on credit hold / SPOT	09/08/12-08/08/12	2	:30	5P- 5:30P (EST)	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/8/12
Est 9.0	Unapproved (NewL) on credit hold / SPOT	08/08/12-08/08/12	2	:30	5:30P- 6P (EST)	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Blauvelt, NY 10913

Contract # 1351941

Schedule Dates

08/08/12-08/10/12

Advertiser

Florida Federation for Children (73508)

Agency

McLaughlin & Associates (9012)

Product

POLITICAL ISSUE (ns) (1187)

Brand

FL FED FOR CHILD 8/8 (466488)

Salesperson

TeleRep/DC, Washington DC (2995)

Sales Office

TeleRep Washington DC

Buyer Name

/

Phone/Fax

/

CPE

352

Account Types

National/Political Issue Agency 8RD

Billing Type

Weekly/Irregular

Comments

FL FED FOR CHILD 8/8

***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FL FEDERATION FOR CHILDREN

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Est 10.0	Unapproved (News) on credit hold / SPOT	08/08/12-08/08/12	2	:30	6P-6:30P (EST)				1					1	\$900.00	\$900.00	West Palm Beach (WPEC)		8/8/12
Est 11.0	Unapproved (News) on credit hold / SPOT	08/08/12-08/08/12	2	:30	7P-7:30P (EST)				1					1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 8.6.2012
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I, McLaughlin & Associates
do hereby request station time concerning the following issue:

Primary Election SD27

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Florida Federation for Children

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No </p>
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Florida Federation for Children

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: FL Federation for Children

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Chairperson: John Kirtley

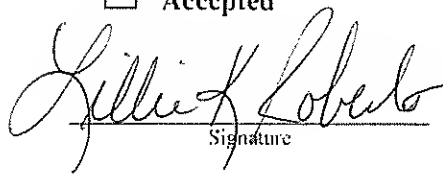
I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

<u>8.6.12</u> Date	_____ Signature	<u>203.966.9757</u> Contact Phone Number
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TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

 Signature	<u>Lillie K Roberts</u> Printed Name	<u>8/8/12</u> Title
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RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Federation of Children PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 8/14/12

INQUIRY MADE BY: _____
Candidate Manager Agency Committee (circle one)

ADDRESS: McLaughlin & Associates
566 STATE ROAD 303
Blauvelt, NY 10913

PHONE: 845-365-2000 FAX: 845-365-2008

EMAIL: _____

Information Requested: Rates & Avail's

Final Disposition: Order placed \$10,575⁰⁰

If Committee, list officers and position: Chairperson: John Kirtley

TAKEN BY: Cheryl Blair DATE: _____ TIME: _____
T' Rep WASH